

The Ames Intelligencer

Issue 2 of 4 ■ Ames Heritage Association Newsletter ■ June 2000

■ The first newspaper in the city of Ames was called the Ames Intelligencer. ■

Eat, Drink, & Be Modern: Foods & Beverages in Ames

by Mark T. Hamin, Curator

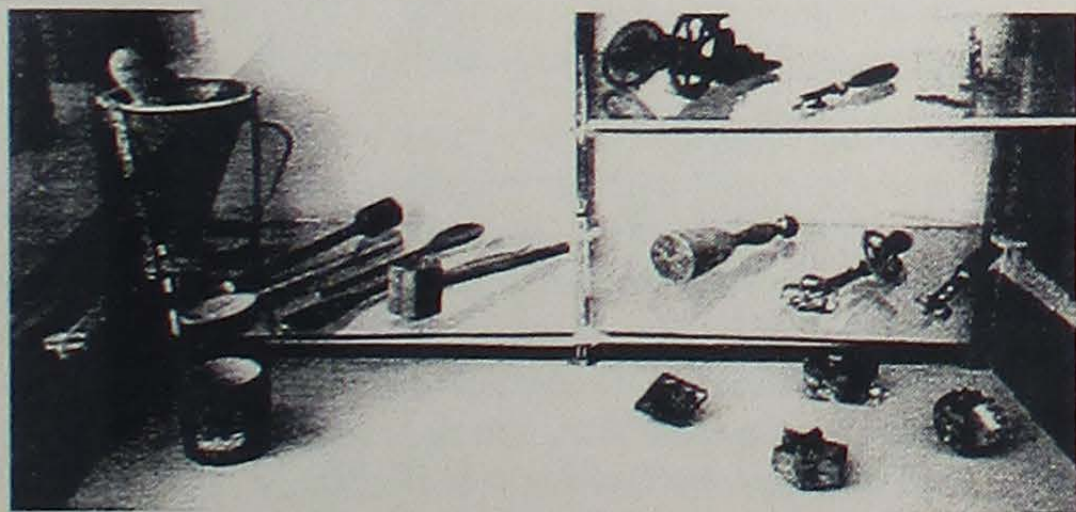
The following article summarizes an exhibit featured at The Story Center Museum from mid-February to late May, 2000. It was based largely on the collections of Don Faas and Farwell Brown.

Introduction

People in Ames, as with those elsewhere in the Midwest and throughout America, experienced many profound changes in agricultural, industrial, commercial, and domestic life as a result of innovations in transportation, manufacturing, home design, and consumer marketing. Standardized, hybridized farm produce; mechanical refining and packaging; corporate promotion and distribution; and new household amenities and appliances all contributed to an ambivalent shift in habit from time-honored tradition to time-saving 'modern' consumption of mass-marketed fast foods and soft drinks.

Commonplace Cookware

Throughout the 19th century and well into the early decades of the 20th, Ames homemakers continued to produce or at least process and preserve much of their food at home by hand, with help only from improvements in the manufacture of kitchen utensils or gadgets and from the introduction of food-related services (e.g., dairy or egg distributors, bakeries, canneries, bottlers, ice or fuel delivery). Some of the new devices reflected these changes in production, such as can and bottle openers or iceboxes.



Curriculum and Communication: Agricultural & Home Economics Experiment and Extension

By the end of the 19th century, Iowa State College of Agriculture had already secured its status as a place for food-related experiment and extension, with its Dairy/Creamery training operation, as well as its Domestic Economy [later Home Economics] program. This role as a consultant for commercial or consumer constituencies involved both advocacy of value-added uses and promotion of local produce sources or suppliers.

Conscience and Conduct: Healthy Nutrition, Dietary Hygiene, and Quality of Life

Late 19th-century makers and marketers of proprietary [or patent] 'health' cures often published dietary or domestic self-help manuals as vehicles for advertising their medicinal products. By the early 20th century, however, such nostrums had largely given way to enthusiasm for food products claiming to boost energy, vitality, and regularity in the body, increasingly compared to transportation infrastructure ['food highway']. Child welfare and proper family hygiene, including pediatric dental health, became major public concerns in the 1920s and 1930s. Government agencies tabulated guides to basic food groups and recommended daily allowances.



Constant Companions: Cookbooks, Cooking Instruction, Cooking Programs.

By the early 20th century, guides to menu planning and food preparation, traditionally published by renowned chefs or domestic diet reformers, became much more widespread and varied in content. Many such cookbooks promoted an ideal of domestic art and science, balancing craft skill with measurement. Nearly every industrial producer, commercial distributor, and electric or gas utility attempted to publish or broadcast information that would increase customer confidence and consumption of new goods and services.

Cover story continued...

Consumer Confidence: Quality Assurance, Brand Recognition, Commercial Associations

A major selling point in corporate marketing of food and cooking products was expert-tested quality. Companies sought and showcased seals of approval from official, medical, and consumer organizations to highlight the superior purity, consistency, and reliability of their goods, thereby guaranteeing brand loyalty and commercial reputation. Expanded trade associations/distributor networks with worldwide connections promised higher quality at lower cost. One article praised the "modern, well-equipped and well-managed wholesale grocery plant... just one cog in the whole machinery of distribution." The story underscored the grocers' "single, steadfast purpose that the consumer may... have the assurance of quality and reliability that great cooperative buying power commands."

Cost, Comfort, and Convenience: Economy, Efficiency, Elimination of Drudgery

Advertisements and advice columns in the 1920s and 1930s often appealed to consumers' desire to achieve a share of the American Dream, at least with their food habits. Copywriters celebrated the advantages of new products, which were quick and easy for harried housewives, cheap and versatile for thrifty shoppers, or ready-to-use for those wishing to save time, effort, and money all at once. The advent of home delivery service for groceries exemplified this aim of greater convenience for customers. Likewise, some articles maintained that farm wives could eliminate the drudgery of home canning by purchasing industrially-processed and -packaged produce.

Conservation & Coordination: Self-Reliance and Substitutes in Depression and World War



Public-service announcements and government programs suggested that increased consumption of surplus farm products was a 'patriotic' contribution to national recovery in the 1930s, and that greater conservation of needed food and fuel resources was a similarly all-American contribution to the war effort in the 1940s.

Many rationing cook books, gardening handbooks, and menu-planning guides stressed the valuable role that housewives could play in the war effort on the home front, through victory gardening, home canning, support of rationing rather than stockpiling, and 'stretching' available produce.

Corporate Complements: Mail-Order Promotions, Bonus Gifts, Handy Souvenirs

While cookbooks, culinary programs, and consumer guides were the most widely disseminated means of indirect advertising for manufacturers of foods and beverages, businesses often relied on special-offer merchandise, premium coupons or stamps, free catalogs, and handy household items such as ash trays, key chains, and calendars to remind users of a company or brand.

Cans, Crates, and Other Containers: Cloth, Wood, Pottery, Glass, Metal, Plastic

New techniques and equipment for preserving, packaging, shipping, and storing perishable foods (e.g., industrial canning, bottling, adulteration, freezing) served to supplement or even to supplant traditional methods of sugaring, salting, fermenting, smoking, and drying. Some companies catered to traditional culinary self-reliance (e.g., manufacturers of canning jars and equipment), while others substituted new packaged goods for homemade foods. Commercially-produced sacks, crates, and bottles, in offering safer, sturdier containers for reliable delivery of goods, also provided yet another opportunity for companies to market their wares.

◆◆◆

◆ Bauge Log Home Report ◆

Restoration of the Bauge Log Home at McFarland Park continues with window and door trim complete, windows painted, kitchen ceiling painted, and the girls' bedroom walls finished and painted. A May 7 open house saw 150 visitors. The next work day is Sat., July 8th, weather permitting. Call Rollie or Wille Struss at 232-0865 if you can help with painting or "chinking". The house renovation should be complete this summer

◆ 'Readin', 'Ritin' & 'Rithmetic' ◆

By Carole Jensen, Hoggatt School Chair

Schools out! Schools out! Teachers let the monkeys out! Do you remember running out of school yelling that phrase when school was out for the summer months?



For AHA, the start of summer means that our historic Hoggatt school house is **OPEN** to the public in June, July, August and September on Saturdays and Sundays, 2p.m. to 4:30 p.m.

New hosts are needed to add to our returning volunteers. If you would like to host, please call me at 233-2431. New volunteers receive training so they can enjoy visiting with our guests about one- room schools.

Speaking of school, do you remember the games we played at recess and at noon? How about Marbles, Pull Away, Pom, Pom, Ante, Ante Over; Streets & Alleys, Blind Mans Bluff and all kinds of Tag. And, indoors we I Spy, Tic-Tac-Toe, Hang Man, Simon Says, Stone, Paper & Scissors, Closing Squares Do children today know these games? But, I'm reminiscing, so I'll close with the hope we'll see you at Hoggatt School!

◆ A.H.A. Volunteers Honored ◆

At the AHA annual meeting on April 30, 2000, National Volunteers Week was celebrated by recognizing those volunteers whose work makes our mission a success.

Those honored were:

Board of Directors: Kathy Svec, Willie Struss, Bill LaGrange, Rollie Struss, Peggy Baer, Carole Jensen, Diane Schmidt, Suann Evans, Nick Howell, Mark Hamin, and Jean Jonas.

Administrative Staff: Mark Hamin part-time Director, Jean Jonas part-time Curator and Carole Jensen, Volunteer Coordinator.

Facilities & Projects Committee: Nick Howell, Jon Harvey, (Site Development) Jean Jonas, Kathy Svec, (Storage Room) Barbara Egemo, Jim Graham, Mark Hamin, (Story Center) Rollie & Willie Struss (Bauge Log Home) and Carole Jensen (Hoggatt School).

Financial Development Committee: Willie Struss (Membership), Bill LaGrange (Treasurer), Peggy Baer, Kathy Svec, Mark Hamin (Grant Writing) Rollie Struss and Nick Howell (Fund Raising) Carole Jensen (Gift Shop at Hoggatt School and Story Center.)

Public Relations Committee: Kathy Svec (Newsletter publisher), Suann Evans (brochures/posters), Priscilla Matt and Donna Cippolini (News Media).

Curatorial & Programming Committee: Jean Jonas, Bruce Kellogg, Kay Beckett, and Janet Klaas (collection management);

Exhibit Curators:

<i>Ames Names:</i>	Kathy Svec, Jean Jonas, Sharon Wirth
<i>Rings A Bell:</i>	Jim Graham, Mark Hamin
<i>ABC Computer:</i>	arr. by Rollie Struss from ISU
<i>Manhattan Project:</i>	arr. by Rollie Struss fr. Ames Lab
<i>Early Builders:</i>	Nick Howell, Jean Jonas, Barb & Rob Egemo, Mark Hamin
<i>Old Town Architecture:</i>	Sharon Wirth
<i>Main Street Architecture:</i>	Sharon Wirth
<i>Lincoln Highway:</i>	Margaret & Jeff Benson & Lincoln Highway Association
<i>Railroad in Ames:</i>	Peggy Baer
<i>History of Iowa Transportation:</i>	arr. by Peggy Baer/IDOT
<i>Eat, Drink & Be Modern:</i>	Mark Hamin, Liz Manion, Kathy Svec, Jean Jonas
<i>Safe & Soft:</i>	Mark Hamin, Ames Water Treatment Plant
<i>Next to Godliness:</i>	Mark Hamin, Liz Manion

Programs Presenters:

<i>Early Builders -</i>	Ruth Boast, Barb & Rob Egemo
<i>Main Street Architecture:</i>	Sharon Wirth
<i>Traveling Man's RR Stories:</i>	Farwell Brown
<i>Lincoln Highway:</i>	Jeff & Margaret Benson
<i>History of Bottling:</i>	Don Faas
<i>Water Treatment:</i>	Harris Seidel, John Dunn

We thank each volunteer for their work that allows Ames Heritage Association and its museums grow!

◆ Collections Report ◆

By Collections Curator, Jean Jonas

Thanks to all who have helped to develop our collection and preserve the history of Ames for future generations. Special thanks go to the Collections Committee members: Kay Becket, Janet Klaas, and Bruce Kellogg.

We also acknowledge Marv Walter, who has generously donated storage space for the past seven years.

Thank you to those who donated items to our collection:

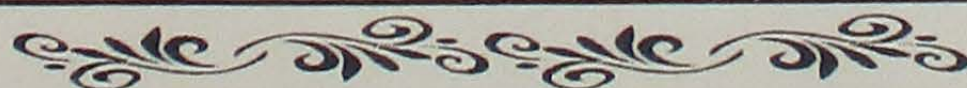
Elaine Bath	Elden and Marguerite Bauge
Betty Burnet Smith	Ruth Boast
Laura Brindle	Farwell Brown
Barbara Egemo	First Baptist Church
Faith Finnemore	Belinda Goff
Betty Gordon	Jean Jonas
Mary & Randy Ketelsen	Carr Hardware
Mary Dodds Schlick	Nance Cole McMinimee
John Sears	Jean Stange
Dorothy Sielert	Ruby Straker
Kathy Svec	Jim Utter
Jean VanVoorhis	

Loan of items used in exhibits at The Story Center:

Terry Adams	Ames Police Department
Ames Municipal Electric System	Ruth Boast
Ames Water Treatment Plant	Farwell Brown
Bill Carter	Bob and Donna Cippiloni
Roland Dippold	Barbara Egemo
Robert Egemo	Danny and Kaye Faga
Don Faas	Jim Graham
Gary Groat	Nick Howell
Iowa Department of Transportation	
Iowa Lincoln Highway Association	
Carol Jensen	Jean Jonas
Bruce Kellogg	Jerry Litzel
Larry McHone	Jay Simser
Kathy Svec	Jan Wiley
Sharon Wirth	Nancy Ezarski

Other donations:

Peggy Baer	exhibit supplies
Roger & Kay Beckett	photo processing & supplies
Judy Casperson	mat cutter
Donna Cipilonni	exhibit supplies
Don Faas	Hoggatt School door repair
Don Gruber	one-room school books
Carr Hardware	paint, calculator, office supplies
Mark Hamin	exhibit supplies
Nick Howell	exhibit supplies
ISU Credit Union	copy machine
Jean Jonas	exhibit supplies
KASI-KCCQ Radio	live remote broadcast, June 3
Rollie & Willie Struss	office furniture & supplies
Kathy Svec	exhibit supplies
Sharon Wirth	exhibit supplies
Don & Heather Withers	slide projector



◆ Association News ◆

Officers for 2000-01

President: Kathy Svec Vice-President: Carole Jensen
Secretary: Willie Struss Treasurer: Bill LaGrange

Board of Directors 2000-01

2000-2003 Peggy Baer, Nick Howell, Jon Harvey,
Liz Manion
1999-2002 Bill LaGrange, Kathy Svec, Suann
Evans, Jean Jonas
1998-2001 Rollie Struss, Willie Struss, Carole
Jensen, Mark Hamin, Donna Cipolonna

New Show At The Story Center

The new exhibit at the museum focuses on the history of law enforcement in Ames, and profiles the many unique individuals serving as chief of police since Ames was incorporated in 1870. *Behind the Badge: the History of Law Enforcement in Ames* will continue until September.

Museum hours at 417 Douglas are Wed. & Fri. noon to 4pm, Sat. 10am to 5pm, and Sun. 2-5pm.

AHA Wins Fourth REAP Grant

Ames Heritage has won its fourth state grant from the Historic Resource Development Program/REAP. Proposing to acquire and catalog four local collections, the request of \$5,500 was granted with many encouraging comments. The grant will allow hiring of interns and the purchase of archival quality storage supplies. Work will begin in January and will take up to two years.

AHA Receives Award

The Ames Community Arts Council recognized Ames Heritage with an award during their annual ceremony on May 7. AHA's determination to open a demonstration museum earned the "Lemonade From Lemons" award. (see picture below: Rollie Struss accepts from Sue Haug.)

Ames Intelligencer
Ames Heritage Association
PO Box 821
Ames, Iowa 50010



◆ Wanted ◆ Needed ◆

AHA Needs Storage Space!

Last year AHA accepted more than 200 items into our Collection, and expect this year to receive five times that amount. AHA is in great need of more storage space, as our current space is nearly full. If you can give the gift of space to preserve the artifacts of Ames, please contact the Collections Curator: Jean Jonas, 292-9643 or e-mail jeaneliz@aol.com

Museum Hosts

Members who would like to support the museum with their time may call Carole Jensen, Volunteer Coord. at 233-2431. Hosts usually volunteer one shift per month.

Modem Needed

The museum needs to upgrade its computer with a 56K modem. E-mail and internet access will be vital in coming months. Donors may call Kathy Svec, 232-4877.

Book for A.P.L.

The Ames Public Library is in need of a copy of Payne's History of Story County, Volume 1. Their circulating copies of this volume have been lost. Call Susan North at the public library if you have a copy you could donate.

Ames Heritage Association Board

President: Kathy Svec
Vice-President: Carole Jensen
Secretary: Willie Struss
Treasurer: Bill LaGrange
Peggy Baer, Suann Evans, Mark Hamin, Jon Harvey, Nick Howell, Jean Jonas, Liz Manion, Rollie Struss. The Board meets monthly.

Ames Heritage Association is a legally incorporated, not-for-profit organization dedicated to promoting interest in state and local history through the operation of three historic sites as well as publications, programs and exhibitions.

The Intelligencer is named after an early Ames newspaper and is a newsletter published three or more times a year for Association members. Direct comments or questions to the Editor, PO Box 821, Ames, Iowa 50010.

Non-Profit
US Postage
PAID
Permit # 122
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50010

Complimentary
Ames Public Library
515 Douglas
Ames, IA 50010

How have we made all this happen? By having the best members in the world! We *Thank* all our '00 members

Support to \$1000

Altrusa Int'l Club/Ames
Harry & Edna Svec

Support to \$200

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Questers

Support to \$100

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Mary Watkins
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Need To Renew?

An up-to-date member will see "2000" on their mailing label.

Reg.	\$25
Family	\$40
Friend	\$50
Sustaining	\$100
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Patron	\$1,000

Send to: PO Box 821,
Ames, IA 50010

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Loya Getz
David & Hanna
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Mark & Elizabeth
Hamin
Olive Harrison
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Ken & Bev Kruempel
Betty & Stan Ring
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98/99 5th Grade Class
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Dorothy & Gerald
Seilert
Jan P. Severson
Robert & Harriette
Shearer
John & Suzan
Shierholtz
Dean & Jayne Stebbins
Story County Auditor
Story County
Conservation Board
Vernon & Sybil Stone
Marv & Jan Walter

Support to \$40

Roger & Barbara
Breune
Larry & Judy Bauge
Harold & Carole Jensen
Dick & Jackie Mannatt
Marvin & Thelma
Miller
Jim & Frankee Oleson

Support to \$25

Mary Atherly
Dawn Ashbacher
Elmer Aurand
Jean Bates
Elaine Bath
Don Beitz
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Margaret Vance
Roy Dale Voorhees
Kay Wall
Ruth Walker
Tom Walsh
Dennis Wendell
Darla West
Mark Widriechner

Received as of 6/12/00

We deeply regret any errors.
If you have a question on your
membership status, please call
Willie Struss at 232-0865.